

GENERAL SERVICES ADMINISTRATION

FEDERAL SUPPLY SCHEDULE AUTHORIZED FEDERAL SCHEDULE PRICE LIST

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA *Advantage!*, a menu-driven database system. The internet address for GSA *Advantage!* is <http://www.gsaadvantage.gov>

Professional Services Schedule

FSC Group: 541

SIN(s): 541-1 ADVERTISING SERVICES

541-2 PUBLIC RELATIONS SERVICES

541-4A MARKET RESEARCH AND ANALYSIS

541-5 INTEGRATED MARKETING SERVICES

541-1000 OTHER DIRECT COSTS (ODCs)

CONTRACT NUMBER: GS-07F-045CA

CONTRACT PERIOD: December 5, 2014 – December 4, 2019

BUSINESS SIZE: SMALL, WOMAN-OWNED

Year Incorporated: 1997

Corporation Type: Subchapter-S

TUERFF-DAVIS ENVIROMEDIA, INC.

dba EnviroMedia

Website: www.enviromedia.com

Address: 2021 E FIFTH ST STE 150

AUSTIN, TX 78702-4509

Phone | (512) 476-4368

Fax | (512) 476-4392

CONTRACT ADMINISTRATOR:

Kevin Tuerff

1315 W St, NW Ste 725

Washington, DC 20009

Email: ktuerff@enviromedia.com

Phone: (202) 370-5397

Price List current through Modification #PS-0006 Effective December 11, 2015

Core Capabilities:**Integrated Marketing Services**

- Comprehensive, culturally-competent multi-media campaigns

Public Relations

- Social Media
- Media Relations
- Media Training
- Multicultural Media Relations
- School and Community Outreach
- Crisis Management
- Issue Campaign Management
- Special Events

Advertising


- Television, Radio, Print, Outdoor, Interactive Ad Design
- Creative Concept Development and Message Testing
- Media Planning and Buying
- Multicultural and Hard-to-Reach Advertising

Market Research and Analysis

- Quantitative Market Research
- Focus Group Coordination
- Media Monitoring
- Polling
- Multicultural and Hard-to-Reach Communication Plans
- Strategic Marketing and Communications Plans

Web Based Marketing

- Website Development
- Mobile Site and App Development
- Search Engine Optimization and Marketing (SEO/SEM)
- Custom Application Development
- Social Media Content Development and Monitoring



U.S. Centers for Disease Control and Prevention (CDC)
"Business Responds to AIDS" | August 2014

WE BROUGHT TOGETHER BUSINESS LEADERS FOR A
NATIONAL LAUNCH
EVENT AIMED AT REDUCING HIV AMONG EMPLOYEES.

North Texas Municipal Water District
"Water IQ: Know Your Water" | 2005 - Present

RESEARCH SHOWS THAT
PEOPLE WHO KNOW THEIR
WATER SOURCE CONSERVE MORE.
OUR CAMPAIGN RESULTS KEEP
PROVING IT.

**SAVE SOME
WATER FOR ME!**

Texas Department of Transportation
"Don't Mess With Texas" | 1996 - 2012

UNDER OUR GUIDANCE, THIS
WORLD-FAMOUS
CAMPAIGN REACHED NEW AUDIENCES
AND REDUCED ROADSIDE LITTER BY 11%.

Puget Sound Partnership
"Puget Sound Starts Here" | 2012 - Present

USING REGIONAL STORYTELLING, WE
FOSTER A LOVE
FOR PUGET SOUND — AND TEACH WAYS
TO BETTER CARE FOR IT.

Case studies at enviromedia.com/gsa

CHANGE STARTS HERE

CUSTOMER INFORMATION

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS)

541-1 ADVERTISING SERVICES

541-2 PUBLIC RELATIONS SERVICES

541-4A MARKET RESEARCH AND ANALYSIS

541-5 INTEGRATED MARKETING SERVICES

541-1000 OTHER DIRECT COSTS (ODCs)

1b. PRICING: **Price shown in price list are net, all discounts deducted.**

2. MAXIMUM ORDER: **\$1,000,000.00 per SIN for all SIN's under this contract**

3. MINIMUM ORDER: **\$100.00**

4. GEOGRAPHIC COVERAGE (DELIVERY AREA): **US Domestic**

5. POINT OF PRODUCTION:

Tuerff-Davis Enviromedia, Inc.

2021 E FIFTH ST STE 150

AUSTIN, TX 78702-4509

6. DISCOUNT: **Prices are net all discounts deducted.**

7. QUANTITY DISCOUNTS: **Not Applicable**

8. PROMPT PAYMENT: **Net 30 Days**

9a. NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED BELOW THE MICROPURCHASE THRESHOLD: **YES**

9b. NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED ABOVE THE MICROPURCHASE THRESHOLD: **YES**

10. FOREIGN ITEMS: **Not Applicable**

11a. TIME OF DELIVERY: **Will adhere to the delivery schedule as specified by the Agency purchase order.**

11b. EXPEDITED DELIVERY: **Contact contractor to negotiate expedited delivery.**

11c. OVERNIGHT AND 2 DAY DELIVERY: **Contact contractor to negotiate overnight and 2-day delivery.**

11d. URGENT REQUIREMENTS: **Contact the contractor for faster delivery or rush requirements.**

12. F.O.B. POINTS: **DESTINATION**

13. ORDERING ADDRESS:

**Tuerff-Davis Enviromedia, Inc.
2021 E FIFTH ST STE 150
AUSTIN, TX 78702-4509**

14. PAYMENT ADDRESS:

**Tuerff-Davis Enviromedia, Inc.
2021 E FIFTH ST STE 150
AUSTIN, TX 78702-4509**

15. WARRANTY PROVISION: **The contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.**

16. EXPORT PACKING: **Not Applicable**

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE (ANY THRESHOLDS ABOVE THE MICROPURCHASE LEVEL: **Government Purchase Card accepted below and above the micropurchase threshold level.**

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR: **Not Applicable**

19. TERMS AND CONDITIONS OF INSTALLATION: **Not Applicable**

20. TERMS AND CONDITIONS OF REPAIR PARTS, ETC.: **Not Applicable**

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: **Not Applicable**

21. LIST OF SERVICE AND DISTRIBUTION POINTS: **Not Applicable**

22. LIST OF PARTICIPATING DEALERS: **Not Applicable**

23. PREVENTATIVE MAINTENANCE: **Not Applicable**

24a. SPECIAL ATTRIBUTES: **Not Applicable**

24b. SECTION 508 COMPLIANCE FOR EIT: **Not Applicable**

25. DATA UNIVERSAL NUMBER SYSTEM (DUNS NUMBER): **015459092**

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR DATABASE): **Tuerff-Davis Enviromedia, Inc. is registered with the Central Contractor Registration Database.**

LABOR PRICE LIST

The following table presents Tuerff-Davis Enviromedia, Inc. rates, inclusive of all GSA discounts and the Industrial Funding Fee (IFF) for **541-1 Advertising Services, 541-2 Public Relations Services, 541-4A Market Research and Analysis, 541-5 Integrated Marketing Services.**

Labor Category	Unit of Issue	GSA Price
Account Assistant	Hourly	\$69.12
Account Coordinator	Hourly	\$83.93
Account Director	Hourly	\$177.73
Account Executive	Hourly	\$88.66
Account Manager	Hourly	\$108.61
Account Supervisor	Hourly	\$138.24
Accounting Manager	Hourly	\$123.43
Administrative Assistant**	Hourly	\$44.43
Art Director	Hourly	\$98.64
Associate Creative Director	Hourly	\$122.72
Copywriter	Hourly	\$113.55
Creative Director	Hourly	\$147.36
Director of Account Services (Director of Accounts)	Hourly	\$176.83
Director of Creative Services	Hourly	\$222.17
Diversity Outreach Coordinator	Hourly	\$123.43
Executive Producer	Hourly	\$160.96
Experiential Marketing Coordinator	Hourly	\$78.89
Experiential Marketing/Event Executive (Experiential Marketing Executive)	Hourly	\$88.66

Labor Category	Unit of Issue	GSA Price
Experiential Marketing/Event Manager (Experiential Marketing Manager)	Hourly	\$162.22
Graphic Designer	Hourly	\$98.74
Interactive Art Director	Hourly	\$108.61
Interactive Developer	Hourly	\$108.61
Interactive Producer	Hourly	\$108.61
Intern Administrative Assistant**	Hourly	\$34.56
Marketing Director	Hourly	\$122.42
Media Buyer/Planner	Hourly	\$135.42
Media Relations Executive	Hourly	\$98.74
Media Relations Manager	Hourly	\$122.72
Principal	Hourly	\$221.66
Production Artist	Hourly	\$73.65
Project Coordinator	Hourly	\$113.35
Project Manager	Hourly	\$156.93
Public Relations Director	Hourly	\$112.85
Senior Strategist	Hourly	\$197.48
Subject Matter Expert	Hourly	\$180.10
Traffic Manager (Creative Traffic Manager)	Hourly	\$73.45
Vice President	Hourly	\$246.85
Web Designer	Hourly	\$108.31

SCA Eligible Labor Category	SCA Equivalent Code Title	WD Number
Administrative Assistant	01112 General Clerk II	05-2515
Intern Administrative Assistant	01111 General Clerk I	05-2515

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited (**) SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices offered are based on the preponderance of where work is performed and should the Contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

LABOR CATEGORY DESCRIPTIONS

1. Account Assistant

Functional Responsibilities

Assists with administrative tasks for all client work. Manages media lists and databases involved in client activity. Documents and tracks account activity, such as conference reports, account status reports, etc. Organizes and manages internal account systems, such as project timelines, budget tracking systems, job tracking systems, etc. Mentors and gives assignments to interns and part-time junior staff. Provides general support duties, including faxing, photocopying, organizing materials. Prepares written correspondence. Assist in preparation for client meetings. Assist in preparation of proposals. Coordinate special events.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 1 year

2. Account Coordinator

Functional Responsibilities

Supports account managers with setting meetings, taking adequate notes, tracking task order status. Writes key documents, including job planners, creative briefs, client memos, letters, research summaries, proposals, and media advisories and releases. Conducts research, synthesizes information and provides analysis. Initiates ideas for the proactive planning of accounts. Manages projects and follows internal work processes by completing job planners, preparing job jackets, estimates and timelines. Keep supervisors informed and updated on all efforts concerning client projects and update s activity reports, as needed. Assumes some client contact and participates in client meetings and conference calls. Prepares meeting agendas and summaries for team and client. Coordinates account projects, such as planning events and preparing materials for print, broadcast or the Internet. Prepare s client presentations.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 1 year

3. Account Director

Functional Responsibilities

Produce full communications plans by analyzing client input, background information, research, and field feedback. Work closely with account, creative, experiential marketing, media, and interactive staff to provide clients' marketing plans with the greatest amount of added value. Work closely with account planners/researchers to develop strategic, measurable campaigns. Build and maintain the highest possible department quality control. Be responsible for identifying new strategies and campaigns for clients. Be responsible for client/project/brand strategy problem solving at a senior level. Oversee account supervisors, account managers, and account executives in developing strategic directions for proposals and briefs. When assigned, guide new business proposals from inception to completion and assign agency resources to deliver the proposal and pitch. Oversee account service staff in the preparation of monthly billing and manage billing where appropriate. Serve as the primary liaison with the agency's Finance and Administration Department on client financial issues. Prepare monthly and

quarterly revenue forecasts and gross profit reports, and be responsible for meeting revenue and margin goals.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 5 years

4. Account Executive

Functional Responsibilities

Drives and conducts daily activities for clients in a way that exceeds client expectations. Oversees execution of all client activities. Conducts regular client meetings and provides a summary of client meeting to the client and account service team. Produces monthly activity reports for each client served. Oversees the maintenance of good records on estimates and billings. Writes strategic documents and produces creative briefs. Bring new trends/perspectives/media coverage ideas to the attention of the account supervisor and the client. Participate in program development for clients. Coordinate with vendors and subcontractors. Oversee job initiation and tracking, including the assignment of projects to the creative and media teams. Secures client and agency sign-off on projects before implementation. Provide quarterly projections/timelines for client activity. Keeps clients and team informed of project status deadlines and client developments. Determines media selection and conducts media relations. Works with the executive producer on broadcast production and works with media planners/buyers.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 2 years

5. Account Manager

Functional Responsibilities

Works day-to-day with clients and other departments to execute deliverables; writes creative briefs for client approval. Provides overall day-to-day client management; manages client and agency; expectations of the work and service; is a champion of smart, creative work. Oversees client communication and agency presentations, maintains quality and budget control; is an environmental and public health steward of the agency and clients; helps oversee the quality of work and services provided, including budget management; develops client confidence and is a client expert with go-to knowledge of the client's organization and industry. Support senior staff with planning, scheduling and overall office coordination and administration; maintain strong internal communication with project teams.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 3 years

6. Account Supervisor

Functional Responsibilities

Responsible for ensuring campaigns are delivered on strategy, on time, on budget. Oversees strategic and day-to-day client management. Manages client and agency expectations of the work and service. Oversees client communication and agency presentations. Participates in the new business acquisition process. In collaboration with the leadership team, regularly identifies new business prospects; build relationships with tangible prospects. Consistently leads the account team through a methodical, objective-oriented planning process; is the central person in charge of resource allocation.

Takes full responsibility for the quality of work and service provided, including account profitability. In collaboration with account directors and other executive managers, supervises, mentors and manages the account service team to ensure the overall team is performing to client and agency expectations. Extends extra value to clients. Manages projects and account profitability; prepares and monitors entire program budgets. Develops complete client confidence with occasional contact; is a client expert with go-to knowledge about the client's organization and industry. Makes recommendations based on the client's big picture, taking into consideration the role of PR and advertising in the larger environment; takes the long-term view in addition to meeting immediate needs.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 3 years

7. Accounting Manager

Functional Responsibilities

Manages accounts payable and accounts receivable staff and client invoicing. Manages/Creates Client Rate Tables; posts Client payments; post due to/due from entries related to AR payments; Records any payments; projects profitability analysis on all new business projects. Follows up with vendors and responses

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 3 years

8. Administrative Assistant

Functional Responsibilities

Assists various teams with reporting, filing, invoicing, and distribution projects. Duties include, but are not limited to the following: front-desk reception and guest interaction; take messages, field or answer all routine and non-routine calls; mail distribution and response, when required. Serve as the liaison with the finance team (accounts payable/receivable, reimbursements, expense documentation and backup, client invoicing).

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 1 year

9. Art Director

Functional Responsibilities

The Art Director provides senior design guidance on all accounts and projects. The Art Director is responsible for scheduling all work assigned to the creative team and is also responsible for branding and visually communicating the product or company in a way that will appeal to the target audience under appropriate budget constraints. The Art director will rely on extensive experience and tested judgment to plan and accomplish goals.

The Art Director actively participates in discussions of strategy, execution and creative solutions as it relates to current or future projects for a client; maintains a strong working relationship with the Creative Director as an advisor on issues relating to the support, growth, development and well-being of the design staff; collaborates with project teams throughout the creative process and production processes; provides art direction on projects assigned to Graphic Designers; directs photo shoots at

times working in conjunction with the Creative Director; leads critiques of work in group and individual sessions (overall team). Responsible for the selection of the best artistic/graphic freelance talent with approval from Creative Director and is also responsible for alerting the Creative Director when freelance help is needed.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 3 years

10. Associate Creative Director

Functional Responsibilities

Responsible for developing overall creative concepts for TV, radio, billboard, web, print; Supervises designers. Acts as a co-lead of the department, supervising projects and new business pitches, but also functioning as our most senior-level art director. Inspire and mentor creative staff — particularly art directors and designers — to develop and deliver creatively and strategically outstanding work. Shepherd assigned broadcast, print, interactive, brand identity and other creative projects from the initial briefing to client sell-through and production. Serve as our “big gun” art director on day-to-day assignments, working solo or with a creative partner. Lead some new business pitches and presentations. Aid in the identification and development of external creative resources, including freelance help, photographers and illustrators.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 5 years

11. Copywriter

Functional Responsibilities

A Copywriter is responsible for concept and copy development for a wide variety of creative projects. The Copywriter works closely with creative and account service teams to solve marketing problems through smart, well-written advertising, brochures, web content and other communications. While involved with the entire creative process, the Copywriter is primarily responsible for the written aspects of the creative idea including headlines, sub-heads and body copy. Drafts creative writing for advertising copy, including TV and radio scripts, billboard headlines, print and web headlines and body copy. Utilizes imagination, originality or talent in the field of graphic arts and film.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 3 years

12. Creative Director

Functional Responsibilities

Develops creative strategy; approves creative briefs. Reviews, critiques and enhances work from all creative team. As a key contributor on the Executive Management Team, the Creative Director is responsible for providing creative leadership and vision for EnviroMedia and our clients while maintaining alignment with our agency's mission and vision; responsible for overseeing the development of effective and innovative concepts that fulfill clear strategic objectives for our clients, the agency, and new business prospects; partner with the Creative Operations Director to oversee the operations of the creative department including production, traditional and digital talent and to develop

and fine-tune internal processes to ensure highest quality work and manage workflow and resource allocation; maintain quality of work while proactively managing budgets, freelance talent and vendors

Is responsible for the quality of work and service provided, including account profitability; in collaboration with the Creative Operations Director, supervise, mentor and manage performance of the creative team to ensure the overall department is performing to client and agency expectations. Along with our Creative Operations Director, be responsible for talent management and career development of creative staff; maintain a consistent talent pipeline of the industry's best and brightest and assist with recruiting top creative talent to join our agency; responsible for awards show participation and work selection; generate alignment on creative direction and re-direction with account service on client requests.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 5 years

13. Director of Account Services (Director of Accounts)

Functional Responsibilities

The Director of Account Services supervises the Account Services Team; is a member of the senior agency management team, and is responsible for some day-to-day as well as strategic management of the agency.

Advises the staff, produces reports and conducts analysis aimed at continually improving agency performance in terms of results for clients and profitability. Is responsible for producing quarterly reports to the Managing Director and Principals on the profitability and forecasted revenue of each account. Assists Account Supervisors with assuring that campaigns are on strategy, exceed client expectations and are meeting strict budget controls and guidelines.

Is the primary staff person responsible for guiding new business proposals from inception to completion and assigns agency resources to deliver proposal and pitch. Selects appropriate team to conduct new business activities by project. Analyzes client input, together with background knowledge, research, field feedback, etc. to produce full communications plans. Works closely, cooperatively and proactively with account, creative, PR, media and Web programming staff to provide clients' marketing plans with the greatest amount of value added through effective communications plans, concepts and media plans to clients; supports creative and media in selling concepts and plans. Responsible for identifying new strategies and campaigns for clients; responsible for client/project/brand strategy problem solving at a senior level. Supervises Account Supervisors and Account Executives in completion of strategic direction for proposals and strategic briefs

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 7 years

14. Director of Creative Services

Functional Responsibilities

Ultimate responsibility for all creative services; supervises graphic design, interactive, broadcast production and experiential marketing teams. Responsibilities include: help train staff and ensure the process is being followed consistently; assign incoming jobs; negotiate timelines, deadlines and staffing

requirements; maintain project documentation; create, update and distribute daily production schedule; assign resources; route projects for approvals; monitor project progress; manage quality control checkpoints; relay project status to team members; conduct regular status meetings with the creative team; attend project team meetings to deliver/receive status updates and communicate new developments to appropriate staff; work closely with account and creative teams to ensure all deliverable dates and requirements are met; manage the filing of job jackets and archive samples when jobs close; assist with opening, routing, revising and reconciling purchase orders; facilitate brainstorming, kick-off meetings as needed; prepare budget estimates; manage last-minute requests, Celebrity recruitment/research, and vendor relations

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 8 years

15. Diversity Outreach Coordinator

Functional Responsibilities

Manages relationships with NGOs representing special populations; Develops culturally competent outreach efforts. Autonomously plans and executes community outreach and marketing strategies for client campaigns designed to improve public health and the environment, especially targeted to special populations. Responsibilities include: concept, develop, and execute scalable community outreach events based on each client's strategy and budget; create memorable experiences for customers to interact with during campaigns. Manage the recruitment, selection, training, and supervision of outreach/tour staff. Maintain and grow our vendor database with best-in-class partners. Negotiate the best rates for and procure equipment. Manage event budgets that require frequent client and agency reporting. Oversee equipment and vehicle inventory/maintenance. Communicate and present concepts and results to agency and client executive teams.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 3 years

16. Executive Producer

Functional Responsibilities

Leader for all TV, video, radio productions. Ensures quality assurance of vendors for filming, lighting, sound, editing, talent and duplication. Initiates/maintains communications and interactions with client services and creative teams. Directs activities (casting, shooting, creating product) of staff and/or external parties involved in production activities. Traffics finished product to radio and/or television stations. Edits scripts for continuity. Confers with operations and support services personnel to coordinate activities with teams/clients. Reviews and edits audio and videotapes, completed promos and filler continuity and schedules approved production for broadcast. Arranges for timely delivery of materials to Agency and clients.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 5 years

17. Experiential Marketing Coordinator

Functional Responsibilities

Provides administrative support to Experiential Marketing department. Creates purchase orders, procures equipment, vehicle maintenance, expense reporting. Maintains company-owned equipment and manages storage needs. Assists Experiential Marketing Executive with event logistics such as hotel reservations, rental vehicles, event supplies. Maintains event photo files. May act as site manager for events.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 1 year

18. Experiential Marketing/Event Executive (Experiential Marketing Executive)

Functional Responsibilities

Assists with event location selection, outreach staff training and serves as site manager for events. Develops tour schedules, recruits tour staff as needed. Serves as timekeeper for event staff. Manages all logistics needed to execute scalable experiential marketing events based on each client's strategy and budget. Compiles end-of-event information for client reporting. Oversees equipment and vehicle inventory/maintenance. Assists with monthly client billing for experiential marketing activities.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 3 years

19. Experiential Marketing/Event Manager (Experiential Marketing Manager)

Functional Responsibilities

Oversee concepting, development, and execution of scalable experiential marketing events based on each client's strategy and budget; create memorable experiences for customers to interact with during our campaigns. Manage staff of outreach executives and coordinators; oversee recruitment, selection, training, and supervision of outreach/tour staff. Maintain and grow our vendor database with best-in-class partners. Develops appropriate partnerships and negotiates added value items for each tour. Negotiates the best rates for and authorizes equipment procurement. Manage event budgets that require frequent client and agency reporting. Communicate and present concepts and results to agency and client executive teams. Responsible for monthly client billing for experiential marketing activities.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 3 years

20. Graphic Designer

Functional Responsibilities

Uses graphic design software, illustration and photography to design print and online ads, signage, and merchandise. Utilizes imagination, originality or talent in the field of graphic arts. Develops and executes creative design concepts illustrating campaign strategy. Designs logos/identity systems, icons and infographics. Designs presentations and templates using Keynote and PowerPoint. Consults regularly with the account service team on communications and the strategic needs of clients. Coordinates with printers to ensure quality and cost-effective printing. Consults with the account service team and provides technical graphic advice and solutions. Keeps abreast of changes and trends in the design and

print production industries. Prepares and presents mockups for approval, and formally present final products to the agency staff. Maintains electronic graphic design system components, such as laser printers, scanners, disk drives, and modems. Carries out postproduction on design files. Archives electronic production files.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 2 years

21. Interactive Art Director

Functional Responsibilities

Develops creative interactive tools for web and mobile devices. Maintains knowledge on new software advances. Works at all levels—from full Web sites and online rich media campaigns in Flash, to standard banners and simple HTML e-mails. Helps plan, budget and manage multiple projects that are delivered on time. Responsible for designing—GUIs, site architecture, etc. Typical activities include designing the user interface for a new site, creating a complex HTML/CSS-based site for a client; supervising Web game development through an outside vendor; working with an art director to create the kind of Flash banners that don't just function, but win awards; and performing various updates to internal sites. Work closely with our in-house Web Developer, outside specialists and in conjunction with a larger creative team under the direction of a Creative Director.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 3 years

22. Interactive Developer

Functional Responsibilities

Designs digital media (websites, mobile websites and apps, banner ads. Be organized and able to work as part of an internal team and be responsible for performing the following: turning PSD files into pixel-perfect, functioning websites in WordPress and PHP, with themes made from scratch; ensure all new websites and updates are compliant with Section 508 accessibility standards; checking code in and deploying updates through GIT repositories; Strong organizational and communication skills

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 2 years

23. Interactive Producer

Functional Responsibilities

Manages and schedules vendors developing digital websites, mobile apps. Own each interactive project from conception to post-launch, coordinating with all team members and appropriately communicating every step along the way. Develop scopes of work for sometimes loosely defined projects. Create project estimates and monitor budgets throughout the development process. Supervise development, testing, QA and deployment of interactive projects. Supervise the work of the technical team to ensure all products meet scoped functionality specifications and Section 508 accessibility requirements. Communicate technical recommendations to nontechnical audiences, both internal and external. Think creatively to solve challenges, help teams deliver award-winning work, improve the agency's online capabilities and increase profitability.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 2 years

24. Intern Administrative Assistant

Functional Responsibilities

Assists various agency teams with administrative work and data entry. Manage media lists and databases involved in client activity. Coordinate distribution and collating tasks. Document and track account activity, such as conference reports, account status reports, etc. Format documents (PowerPoint, Word, Excel). Provide general support duties, including faxing, photocopying, organizing materials (binders, file folders, filing). Assist in preparation for client meetings. Discuss ideas with supervisor. Coordinate topic and market research and print clippings.

Minimum Education: High School Diploma

Minimum Years of Experience: 1 year

25. Marketing Director

Functional Responsibilities

Develops integrated marketing campaigns and ensures all tactics are integrated with measurable results. Establishes strategic marketing direction, long-range and annual planning for each account in the agency. Participates in new business pitches, with emphasis on the strategic marketing perspective. Maintains up-to-date knowledge in marketing, media, and research theory and technique. Keeps staff aware of new and significant developments and serves as a resource for all the staff. Recruits, hires, manages and evaluates personnel, reviewing compensation, establishing staff account assignments. Makes recommendations to the Executive Committee on terminating or adding people. Actively trains his/her personnel in brand marketing, research and media. Promotes, when appropriate, the use of other agency services in executing the creative product and the total program – research, public relations, etc. Reviews all marketing strategies/research for clients as a “quality control” function. Assumes responsibility for health of agency/client relationships and achievement of client objectives. Assigns manpower (outside of creative) to particular clients.

Minimum Education: Bachelor’s Degree

Minimum Years of Experience: 8 years

26. Media Buyer/Planner

Functional Responsibilities

Analyzes media research software to determine best ROI for ad placement. Negotiates lowest rates, PSAs & added value. Lead media department, including managing personnel, in recruiting new employees, evaluating current staff, and mentoring/coaching junior media planners/buyers to help them progress in their careers. Work with account service staff to evaluate client needs with regards to media and advertising. Lead the development of proposals and agency reviews by creating plans, points of view, written summaries, and client presentations. Analyze market research and study demographic data of a wide range of media vehicles to determine the most effective approach to reach target audiences. Represent clients and the agency to the media community in a consistently respectful and professional manner to help promote EnviroMedia and recruit new clients. Communicate with media representatives on behalf of EnviroMedia’s clients to negotiate the best placement, highest value-add, and optimal use of budgeted funds. Prepare media plan options, analyses, and recommendations

based on the strategic direction provided. Provide expert analysis and media plans to help clients and be comfortable speaking in public settings.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 3 years

27. Media Relations Executive

Functional Responsibilities

Develops plans for obtaining news coverage for clients. Researches best reporters for pitching story ideas. Writes press releases and social media copy. Maintains databases and writes coverage summary reports. Provides strategic public relations and media relations guidance and counsel to client management team. Develops comprehensive strategic media and external placement plans and strategies with the goal of communicating our clients' strategic leadership to top tier media. Develops and implements highly visible strategic public relations and media vehicles and events. Works with account service team to plan strategies for communicating client activities to media. Develops proactive and reactive communications on a broad range of topics including for client and agency activities. Develops strategic relationships with key media editors and reporters from print and broadcast media outlets. Remains abreast of current and emerging issues and trends affecting clients in order to recommend proactive media or other external positioning strategies. Coordinates crisis communications planning and management.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 3 years

28. Media Relations Manager

Functional Responsibilities

Supervises media relations staff; Ensures quality assurance on all press releases; Organizes news conferences, meetings with editorial boards. Provides strategic Media Relations and media relations guidance and counsel to client management team. Develops comprehensive strategic media and external placement plans and strategies with the goal of communicating our clients' strategic leadership to top tier media. Develops and implement highly visible strategic Media Relations and media vehicles and events. Works with account service team to plan strategies for communicating client activities to media. Develops proactive and reactive communications on a broad range of topics including for client and agency activities. Develops strategic relationships with key media editors and reporters from print and broadcast media outlets. Remains abreast of current and emerging issues and trends affecting clients in order to recommend proactive media or other external positioning strategies. Coordinates crisis communications planning and management.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 5 years

29. Principal

Functional Responsibilities

Provides clients with issue expertise, strategic planning and partnership development. Available for resolving disputes. The Principal is responsible for the overall profitability of all departments, and directly supervises vice presidents and other managers. With at least 10 years' experience in public

health and environmental issues, the principal is qualified to serve as a subject matter expert. The Principal has a responsibility to build and maintain highest possible department quality control. Responsible for growing and maintaining an excellent relationship with the senior level client contact Supervise Account Directors, Account Supervisors, Account Managers and Account Executives in completion of strategic direction for proposals and strategic briefs. Responsible for client/project/brand strategy problem solving at a senior level; Is accountable for the quality of work produced by client team staff. Meets weekly with Directors to review staffing and project management needs and progress Organizes monthly team meetings. Is accountable for meeting revenue and margin goals. Uses monthly and quarterly revenue forecast to allocate department resources. Leads staff to meet or exceed department productivity, quality and profit goals

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 10 years

30. Production Artist

Functional Responsibilities

The Production Artist performs superior graphics design and consultation work. Graphic Design typical involves designing, laying out, illustrating, and producing graphics communications materials using design software and traditional graphics methods. Executive creative design concepts illustrating campaign strategy, and makes changes after proofreading. Coordinates printing needs with printers to ensure quality and cost-effective printing. Consults with account service team and provides technical graphic advice and solutions. Keeps abreast of changes and trends in design and print production industries. Prepares and presents mockups for approval and formally presents final products to agency staff. Maintains electronic graphics design system components such as laser printers, scanners, disk drives, and modems. Carries out post production on design files; archives electronic production files.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 1 year

31. Project Coordinator

Functional Responsibilities

The Project Coordinator will assist in managing and monitoring the progress of numerous ongoing jobs (print, OOH, digital, events, and broadcast) to ensure milestones are met and jobs are completed on schedule. This person monitors budget and scope of work adherence, communicates with internal account and creative teams to ensure timely work flow, manages deadlines, and traffic approvals. Schedule meetings with internal teams and resources to proactively review progress, identify problems, and make changes if necessary. Monitor production status reports to keep account teams up to speed on where each project stands. Initiate ideas for the proactive planning of accounts. Monitor projects and follow internal work and traffick projects through appropriate channels for approvals. Keep supervisors informed and updated on all efforts concerning client projects and update activity reports, as needed. This position reports to the Project Manager.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 2 years

32. Project Manager

Functional Responsibilities

The Project Manager manages and monitors the progress of numerous ongoing jobs (print, OOH, digital, events, and broadcast) to ensure milestones are met and jobs are completed on schedule. This person oversees budget and scope of work adherence, communicates with internal account and creative teams to ensure timely work flow, manage deadlines, and traffic approvals. Manages budgets on a per project or retainer basis. Schedules meetings with internal teams and resources to proactively review progress, identify problems, and make changes if necessary. Manages production status reports to keep account teams up to speed on where each project stands. Initiates ideas for the proactive planning of accounts. Monitors projects and follows internal work and traffick projects through appropriate channels for approvals. Manages vendor invoices to ensure they receive accurate, timely payment. This position reports to the account service project lead.

Minimum Education Bachelor's Degree

Minimum Years of Experience: 3 years

33. Public Relations Director

Functional Responsibilities

The Public Relations Director is responsible for the overall profitability of the Public Relations Department. The Public Relations Director is the top-level liaison with agency principals regarding the Public Relations components of client accounts and is responsible for quarterly reports to the principals on the profitability of each account, the billable hours being spent on accounts and the allocation and use of agency resources in servicing accounts. The Public Relations Director is the person responsible for assuring that campaigns are on strategy, exceed client expectations and are meeting strict budget controls and guidelines.

The Public Relations Director has the responsibility to: build and train top-notch Public Relations department members; analyze client input, together with background knowledge, research, field feedback, etc. to produce full communications plans; work closely, cooperatively and proactively with account, creative, media and Web programming staff to provide clients' PR plans with the greatest amount of value added through effective communications plans, concepts and media plans; be an active member of the senior management team in a day-to-day as well as strategic management of the firm; actively participate in new business team activities, including developing proposals and creative pitches; build and maintain highest possible department quality control; prepare monthly and quarterly revenue forecast Responsible for growing and maintaining an excellent relationship with the senior level client contact; works with account service team to plan strategies for communicating client activities to media.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 5 years

34. Senior Strategist

Functional Responsibilities

Develops campaign strategy for clients utilizing market research and analytical tools. Writes planning and evaluation reports. Works with account, creative, media, research teams as well as clients to develop and communicate strategies. Evaluates agency work from a strategic perspective. Conducts

secondary research for all accounts and new businesses. Works with media department to research target audiences and develop appropriate media strategies. Ensures clear, concise briefs for agency projects. Monitors cultural and social trends and their impact on attitudes, behavior, and perceptions, using a variety of market and research data. Successfully manages assigned account(s), with supervision from departmental Director.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 5 years

35. Subject Matter Expert

Functional Responsibilities

Conducts research and gives presentations on technical, economic and social aspects of health or environmental issues. Provides insight into analyses of current customer business processes and recommendations for process improvements or organizational optimization. Provides program specific analytical or functional support. Understands research techniques, both qualitative and quantitative, and is able to recommend and execute various methodologies as needed for behavior-changing social marketing campaigns. Works with account, creative, media, research teams as well as clients to develop and communicate strategies. Evaluates agency work from a strategic perspective. Conducts secondary research for all accounts and new business. Works with media department to research target audiences and develop appropriate media strategies. Ensures clear, concise briefs for agency projects. Monitors cultural and social trends and their impact on attitudes, behavior, and perceptions, using a variety of market and research data. Successfully manages assigned account(s), with supervision from departmental Director.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 12 years

36. Traffic Manager (Creative Traffic Manager)

Functional Responsibilities

Coordinates scheduling of all campaign creative deliverables between departments, clients and vendors. Keep all creative projects moving smoothly through the agency. Continually improves the traffic system and project management process, keeping the parts that work well and suggesting ways we can do it better. Works closely with agency creative leadership to balance workloads and advocate for appropriate timelines on creative projects. Works seamlessly with all departments; attends key planning meetings for all clients and help project manage new business pitches.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 1 year

37. Vice President

Functional Responsibilities

The Vice President is an active member of the senior management team in day-to-day operations as well as in the strategic management of the firm. The Vice President is responsible for the overall profitability of the account Public Relations and Advertising Department. The Vice President is the top level liaison with agency principals with regard to the Public Relations and Advertising Department, and is responsible for formal quarterly reporting to the principals on the profitability of each account, the

billable hours being spent on accounts and the allocation and use of agency resources in servicing accounts. The Vice President is also responsible for providing the long term vision for the Public Relations and Advertising Department. Additional responsibilities include: build and maintain highest possible department quality control; responsible for growing and maintaining an excellent relationship with the senior level client contact; supervise Account Directors, Account Supervisors, Account Managers and Account Executives in completion of strategic direction for proposals and strategic briefs; supervises Media Relations and integration of media relations function into campaign work; responsible for client/project/brand strategy problem solving at a senior level; is accountable for the quality of work produced by client team staff. Meets weekly with Directors to review staffing and project management needs and progress.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 8 years

38 Web Designer

Functional Responsibilities

Development of websites and mobile websites. Develops wireframes and programming code for site integration. Plans site design by clarifying goals; designing functionality. Develops site navigation by categorizing content; funneling traffic through content. Develops site content and graphics by coordinating with copywriters and graphic artists; designing images, icons, banners, audio enhancements, etc. Prepares site by installing and configuring server software; installing programming language using authoring and formatting tools; ensuring cross-platform compatibility; establishing links. Establishes locatability by registering with search engines. Upgrades site by updating content and graphics; monitoring performance and results; identifying and evaluating improvement options; introducing new technology; maintaining links. Protects site by designing and installing security precautions. Maintains site appearance by developing and enforcing content and display standards; editing submissions. Keeps equipment operating by following operating instructions; troubleshooting breakdowns; maintaining supplies; performing preventive maintenance; calling for repairs. Accomplishes information systems and organization mission by completing related results as needed.

Minimum Education: Bachelor's Degree

Minimum Years of Experience: 2 years

EXPERIENCE & DEGREE SUBSTITUTION

The above describes the functional responsibilities and education and experience requirements for each labor category. These requirements are a guide to the types of experience and educational background of typical personnel in each labor category.

Education and experience may be substituted for each other. Each year of relevant experience may be substituted for one year of education, and vice versa. In addition, certifications, professional licenses, and vocational technical training may be substituted for experience or education. Successful completion of higher education which has not yet resulted in a degree may be counted as 1 year of experience for each year of college completed.

Degree/Experience Equivalency

Degree	Experience Equivalence
Bachelors	Four (4) years of general experience is considered equivalent to a Bachelor's Degree.
Masters	Four (4) years of general experience plus a BS/BA is equivalent to a Master's Degree.
Professional Certification	Professional certification plus 4 years of experience is equivalent to a BS/BA degree.

Should the Contractor propose a labor category where the candidate is qualified based on the substitution equivalents instead of the minimum education and experience requirements stated in the Labor Category Descriptions, the proposed candidate shall be subject to Government approval at the task order level.

OTHER DIRECT COSTS (ODC) 541-1000

The following table presents Tuerff-Davis Enviromedia, Inc. Other Direct Costs by line item.

Support Product/Labor (ODCs) Descriptions	Unit of Issue	GSA Price w/IFF
Columbus Microsite	Hourly	\$592.95
2 Tents and Bags	Each	\$1,571.85
22"x28" 3mm White PVC & A Frames & M/F Velcro Tabs & Shipping/Packaging	Each	\$1,441.28
Spinning Wheel & H-Frames	Each	\$918.01
Columbus, OH Minutes Machine Money & Delivery	Each	\$163.87
22"x28" 3mm White PVC S/S & 22"x28" 3mm White PVC S/S & M/F Velcro & 22"x28" 4mm Coroplast S/S & 29"x12" 3mm White PVC S/S & 22"x28" 4mm Coroplast D/S & 4'x5' Vinyl Banner & Reinforced edges + Grommets evenly Spaced all around & Box to Ship & Shipping/Packaging & Sales Tax	Each	\$1,391.39
Minneapolis Microsite	Hourly	\$474.36
Minneapolis Microsite	Hourly	\$474.36
XM Map Minneapolis	Lot	\$256.24
User Guide Minneapolis 5x5's	Lot	\$1,988.99
120L 3" Round Busttom (One Piece Back); Cyan Imprint & Rush Deadline 8/14	Each	\$189.46
Minneapolis Launch Materials	Lot	\$246.71
Minneapolis Name Bages & Lanyards	Lot	\$298.78
55224 Rival Pen White; Cyan imprint/art on file	Each	\$2,001.78
Display ZOOM3 + ZOOM-3-G-S	Each	\$3,617.79
Screen Printed Gildan Cotton T-Shirts	Each	\$28,271.72
Campaign Toolkit Fulfillment and Distribution Services: 1,000 folders with campaign collateral, drop shipment to 25 locations.	Each	\$ 17,500.35
13 City Community Outreach	Each	\$ 79,260.86
TV Production Services: High-definition broadcast quality TV ads and 2 digital banners. Production, editing, sound, (1 30 second English, 1 15 second English, 1 15 second Spanish.	Each	\$ 107,947.64
Focus Groups: Four traditional Focus Groups, Eight in-depth interviews. Cost includes facility rental/hosting, refreshments, recruiting incentives, audio tapes, video recording, translations for Spanish session.	Each	\$ 37,193.95